JUDGES RUBRIC

Evidence of		1 (Low)	2	3	4	5 (High)
EMPATHY (The design team has listened to the needs of the actual people experiencing the problem) What's the specific problem the user is experiencing?	Emotional appeal Pain points Customer discovery Problem validation Problem + need statements Listening to users Clarity on who the user is (target market)					
NOVELTY (It is clear how the solution stands out) What makes the product unique?	Creativity of idea Wow factor Clear value proposition Awareness of competition Competitive advantage					
USEFULNESS (It is clear and proven that the solution will be useful) Do the users need it? Will they use it?	Need(s) addressed in product User testing and feedback Evidence of user commitment Market opportunity (potential for amount of people					
LAUNCH (The design team is pitching to make this idea real, and has made it clear what their next steps are) Can this idea really happen? What would it take to get it off the ground and set it up for success?	Pitch quality Passion Feasibility and viability Strategic Partnerships Traction Next steps Asks/ call to action					

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GLOSSARY

EMPATHY (The design team has listened to the needs of the actual people experiencing the problem) What's the specific problem the user is experiencing?	**Emotional appeal-** Personal story that draws on emotions. **Pain points-** All the specific problems the user is experiencing **Customer discovery-** Exploring the needs and wants of the customers through actual data (interviews, surveys, observations, etc.) **Problem validation-** Understanding and data around the specific problem **Problem + need statements-** Clear statements of the problem and/or need **Listening to users-** Evidence that interaction with real people/ users/ customers has happened. **Clarity on who the user is-** (target market)
NOVELTY (It is clear how the solution stands out) What makes the product unique?	**Creativity of ideas** **Wow factor-** Impressiveness and ingenuity of the idea **Clear value proposition-** Why someone should choose this product is clear **Awareness of competition-** Has done some research on what else similar that's out there **Competitive advantage-** What makes them uniquely different from competitors
USEFULNESS (It is clear and proven that the solution will be useful) Do the users need it? Will they use it?	**Need(s) addressed in product** **User testing and feedback-** Evidence that they've gotten feedback from real users/customers and have implemented changes accordingly **Evidence of user commitment -** Already have users/customers interested and invested in the idea **Market opportunity-** The potential for the number of people that would use it
LAUNCH (The design team is pitching to make this idea real, and has made it clear what their next steps are) Can this idea really happen? What would it take to get it off the ground and set it up for success?	**Pitch quality** **Passion -** The pitch has a strong sales quality: is authentic, energetic, and articulate **Feasibility and viability -** The idea can actually happen and would be worth it to launch it **Strategic Partnerships -** Who all is needed to get on board to make this idea happen most successfully **Traction -** The momentum behind making the idea real so far **Next steps -** Accurate sense of what the next steps are in making the idea real **Asks/call to action -** What is needed and from whom to get the idea off the ground; makes a specific request form audience, if applicable

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